

Message Text

UNCLASSIFIED

PAGE 01 FUKUOK 00014 050444Z

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FM AMCONSUL FUKUOKA JA

TO SECSTATE WASHINGTON DC 430

INFO AMEMBASSY TOKYO JA

STATE

UNCLAS FUKUOKA 00014

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: FOREIGN BUYERS GROUP

REF: A-3692

1. MESSRS TSUTOMU MIZUNO AND RYOSUKE KANNO, COMPUTER SYSTEM
ENGINEERS OF ROYAL FOOD CORPORATION, WTDR OCT 72, PLAN TO
VISIT DENNY'S AT LOS ANGELES ON FEBRUARY 24 TO SEE
COMPUTERIZED RESTAURANT OPERATION. ARRANGEMENTS BEING
MADE THROUGH IBM FUKUOKA OFFICE, CONSULATE WOULD APPRECIATE
IT IF COMMERCE WOULD MAKE ARRANGEMENTS WITH HOST INTERNATIONAL
ON 25TH AND BURGER KING ON 26TH, BOTH AT LOS ANGELES AND WITH
SIMILAR FIRM ON 27TH AT SAN FRANCISCO AND ONE AT HONOLULU ON
28TH.

PAGE TWO RUADLTA7321 UNCLAS

SINCE ROYAL FOODS IS NEW TO COMPUTER MARKET, AMOUNT OF
PURCHASE CANNOT BE ESTIMATED.

2. ROYAL FOODS CORPORATION IS CAPITALIZED AT 200 MILLION YEN,
EMPLOYS 1,250, HAS 16 BILLION YEN ANNUAL SALES, AND IS ONE OF
THE LARGEST FOOD SERVICE COMPANIES IN JAPAN. IT HAS RESTAU-
RANT, BAKERY, AND ICE CREAM DEPARTMENTS, WITH MORE THAN 50
OUTLETS ALL OVER WESTERN JAPAN INCLUDING ONE IN NEW TOKYO
INTERNATIONAL AIRPORT (NARITA).

SINCE THEIR ITINERARY WILL BE MADE AS SOON AS ABOVE
ARRANGEMENTS MADE, EARLY CONFIRMATION WOULD BE APPRECIATED.
RICHARDSON

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